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Rescuing patients with just a click

Srijit Ray

MeduLance is an endeavour to provide ambulance services to people across India with an average response time of 20 minutes.

Co-founders, Ravjot Singh Arora and Pranav Bajaj started this venture in 2017, but it gained recognition amidst Covid-19 when they served over two lakh patients throughout the country.

Bajaj said that almost 30% of Indians die as they do not get the ambulances on time. MeduLance was established in the hope to solve the problem of unavailable, unreliable, and unresponsive ambulance services.

They provide three subscription services: MeduERS is a stationed ambulance service available in commercial and residential areas; MeduClinic is a medical room consisting of doctors and paramedics to provide first aid, check-ups, and basic life support; and MeduAlert provides coverage to corporate employees and four of their family members.

Expressing concern over the dire situation of ambulance services, Bajaj says, "You get food in 30 minutes, groceries in 10 minutes, a life partner with just a swipe. But when you call for an ambulance, it says that the number dialled is currently busy."

Bajaj proudly mentions that they successfully saved the lives of 8 lakh Indians to date and have almost 8000 ambulances in over 60 cities. They plan to expand their business to other Southeast Asian countries in the next 5 years.

Embrace Equity: Time for reconditioning

Aileen Raju

CAMPUS: Due to the prejudices and gender norms that society places on women's shoulders, women in today's society frequently have a multitude of reasons to give up on their aspirations, said Sanjana Arun, product manager of Net Zero Cloud at Salesforce.

Arun was addressing the gathering on the occasion of International Women's Day, hosted by the Women's Cell and School of Business of St. Joseph's University.

Arun stated that women should freely discuss their aspirations and desires with others, for people to understand how they feel about themselves since keeping thoughts to oneself would not benefit anybody. "Gender diversity is



A talk on Women's Day at SJU

Shariq Ahamed

a big deal these days, so it took me a while to attribute true success to myself rather than luck and to realise that luck favoured only the prepared since you can't get fortunate if you're not prepared," she said.

Arun also said that financial independence is the most important thing for a woman. Financial independence has been labelled as optional, particularly for women because they have a husband or father to count

on. "I've fought my entire life to get where I am today, and nothing has been easy, but I've also received incredible motivation and support from my family. But I can assure you that if you want to achieve any-

thing, you must do it because you are capable of achieving it," she affirmed.

Dr Subhashini Muthukrishnan, the guest of honour, stated that education is a powerful instrument for empowerment. This potent instrument should cause the educated to care more about the less educated and less fortunate. It is where women's empowerment comes into play.

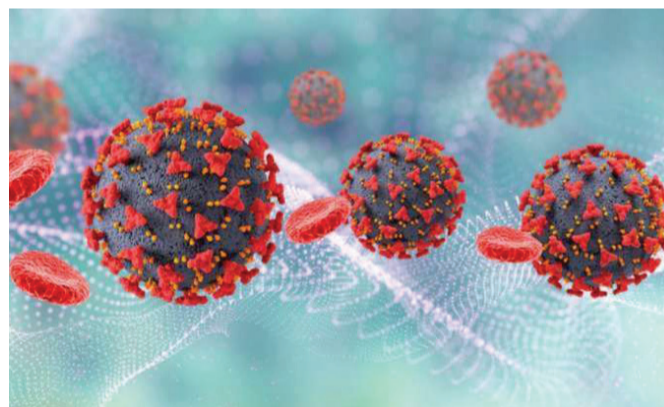
She further said that since this year's theme is to embrace equity, we cannot assume that all women fall under the same category. There may be a group of women who have succeeded in obtaining an education, while others have not received adequate education, or medical treatment, or are still being mistreated by those who are not supportive of them.

Bengaluru on high alert over H3N2 spread

Megha Mukundan

After the rapid spread of the H3N2 influenza virus in Bengaluru, the state health ministry issued an advisory to prevent and control the infection. All District Health Officers (DHO) are also instructed to conduct ILI/SARI surveillance along with proper sample collection.

The Indian Medical Association (IMA) issued a statement last week, after the sudden rise of patients having symptoms like cough, cold, nausea, vomiting, fever, body ache and diarrhoea in some cases. The statement confirmed the virus to be H3N2 influenza, along



Representational Image

India TV News

with advising people from using antibiotics instead manage with paracetamol.

As there was a rise in cases and public unrest, Karnataka health minister Dr K Sudhakar asked people not to

worry but be cautious. He further conducted a meeting with the health department earlier this week and issued an advisory. It states that since the flu is contagious, it could spread through the droplets

of the infected person, and it lasts for about 5-7 days, according to the ministry.

"The seasonal flu can attack all ages, more commonly persons below the age of 15 years and those above 65 years. The symptoms include fever, chills, malaise, loss of appetite, body aches, nausea, sneezing, and prolonged dry cough typically in connection with a sudden onset of illness," reads the advisory.

Meanwhile, it also mentions the steps to be taken by the DHOs, which include compulsory usage of masks by healthcare workers, and ensuring a sufficient stock of medicines.

Congress calls off two-hour long bandh

Anuja Jose

BENGALURU: Congress called off their two-hour-long bandh that was declared to be held on March 9, in the wake of school and college examinations. Karnataka Congress president, D K Shivakumar, tweeted the announcement on Wednesday.

The bandh was called against the corruption of the ruling BJP government following the Lokayukta arrest of Prashanth Madal, son of BJP MLA Madal Virupakshappa. He was accused of bribery.

It was supposed to be an on-ground protest that would not disturb the schools, colleges, health services or public transport.

"Parents & students have reached out to me & CLP Leader to withdraw the 'Karnataka Bandh' call for 9th March by the Congress in view of PUC Exams on 9th March," wrote Shivakumar on his Twitter handle. He also added that the youth is their first priority and affirmed that the party's struggle against BJP's corruption would continue.

However, the party had also staged a protest earlier in Bengaluru, demanding the resignation of Chief Minister Basavaraj Bommai.

'Film is a powerful medium'

Sowmya A & Jesbin Sam

CAMPUS: The process of filmmaking hasn't changed, but the way of storytelling is constantly evolving, said Johnson Rajkumar, a filmmaker and film archivist.

Speaking to The Beacon, Johnson said that even though films are made traditionally, the way of storytelling differs from person to person. He spoke about the misrepresentation and underrepresentation of cultures and communities in the movies. "Now, people have begun to notice how they are represented in movies," he said.

Speaking about the representation of South Indian



Johnson Rajkumar addressing the gathering

Special Arrangement

heroines, he said that they are expected to be fair-skinned and not dark-skinned. Talking about stereotypical issues in movies, he mentioned that people have started to question their representation.

There are a lot of opportunities for independent filmmakers in terms of looking for produc-

ers and funding a film. Film Bazaars, co-production markets, and script development labs are some of the platforms available for filmmakers, he added.

Johnson Rajkumar addressed the students of ICMS, SJU on the 'Current Trends in Film Funding' on March 8, 2023.

BMTC celebrates women

Priyanka Gond

BENGALURU: The free bus ride on women's day was a humble initiative to make the women in Bengaluru feel safe and realise the convenience offered by public transport, said G Sathyavathi, Managing Director of Bengaluru Metropolitan Transport Corporation (BMTC).

On March 8, the BMTC offered free bus rides in all types of buses for women, including those that operated to the Kempegowda International Airport (KIA) via A C Vajra and Vayuvajra services.

In order to provide free bus services on International Wom-

en's Day as part of the BMTC outreach programme to popularise their bus services and get more patronage in the coming days, the corporation had to forfeit 8 crores of fare revenue.

Manju A, a daily passenger, told The Beacon, "I hope there are more such initiatives this year. Travelling in Bangalore not only requires more time but also more money. I suggest the corporation do this often as the people who travel from far away are going to benefit from this."

The last time the BMTC offered free bus rides for Bangaloreans was on August 15, 2022, and it is the first time in 2023.